

CHUKA



UNIVERSITY

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**SUPPLEMENTARY/ SPECIAL EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN ECOTOURISM AND BACHELOR OF TOURISM  
MANAGEMENT**

**BTOM 111: INTRODUCTION TO TOURISM**

**STREAMS: BECO/BTOM YISI**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 01/02/2021**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- **Read the instructions in each section**
- **Switch off your Mobile Phones**
- **Cheating is not allowed**

**SECTION A (Answer All Questions in this Section) (30 Marks)**

1. Differentiate between tourism discipline and tourism phenomena. (5 marks)
2. Explain the tourism system based on Mill and Morrison (1997). (5 marks)
3. Describe growth of tourism in the renaissance period. (5 marks)
4. Briefly explain the implication of air transport to the spread of intercontinental tourism. (5 marks)
5. Explain the roles of principals in the distribution of tourism. (4 marks)
6. Highlight the economic aspects of tourism in a destination. (6 marks)

**SECTION B (Choose Two Questions in this Section) (40 Marks)**

7. Explain tourism production process based on Smith (1994). (20 marks)
8. Discuss the social cultural impacts of tourism in a destination. (20 marks)

9. Discuss the future of beach tourism in Kenya in reference to destination competitiveness levels. (20 marks)
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